

HOW DO YOU SERVE YOUR LOCAL COMMUNITY?

A Broadcaster's Commitment to Localism

I. STATION IDENTIFICATION:

Call Sign: WSAZ-TV

Community of License: Charleston/Huntington, WV

II. DETERMINING LOCAL NEEDS AND INTERESTS

A. Getting Community Input

1. What methods do you use to solicit community input? How often? Include formal and informal methods.
 - Focus groups inside 5 regions of viewing area on a quarterly basis
 - Daily letters from viewers
 - Programming comment line available 24 hours
 - Meeting the public and taking comments at the WSAZ First Warning Weather Studio in the Avampato Discovery Museum
 - E-mails from viewers

B. Receiving Community Input

1. What methods do you use to compile the community input? How often?
 - All e-mail comments and letters, along with a reply, are kept in the public file. This is done daily.
 - Quarterly reports filed listing the issues mentioned in the one on one interviews and public feedback.

C. Community Involvement

2. List the community activities your station supports and/or in which your station participates. Attach additional sheets if necessary and include all types of activities, including educational, charitable, civic things you've done (however minor) in your community.

Activity Name	Type (e.g. Educational, Charitable, Civic, etc.)	How often?
MDA Telethon	Charitable	Annually
WSAZ Children's Charities	Charitable	On-going
WSAZ Wrestling Invitational	Educational, Civic	Annually
WSAZ Breakfast With Santa	Charitable	Annually
WSAZ Donorama (Red Cross)	Educational, Civic	Annually
“Our Jobs, Our Children, Our Future”	Civic – Economic Development	Annually
Marshall University Artist Series	Civic, Educational	On-going
Paramount Arts Center Series	Civic, Education	On-going
Huntington Museum of Art’s Hilltop Festival	Educational, Civic	Annually
Chilifest	Civic, Charitable	Annually
WSAZ Taste of Charleston	Civic, Charitable	Annually

3. Are your station executives' members of local community boards, councils, charities, civic organizations etc.?
- Yes.

- General Manager Don Ray is a member of the following boards:
 - Team for West Virginia Children
 - Big Green Scholarship Foundation
 - WSAZ Children's Charities
 - Huntington Area Development Council
 - Advantage Valley Development Group
 - YMCA
 - Other boards served by WSAZ:
 - Ronald McDonald House of the Tri-State
 - West Virginia Broadcasters Association EAS Committee
4. How do you use your Web site to promote community service?
- Civic and charitable agencies are invited to send information about their upcoming activities which are published on the website.
 - Job availabilities listed
 - EEO report posted
5. List all of the things you've done to help the community that are not directly related to the station's programming.
- WSAZ wrote and produced the marketing campaign video for United Way of the River Cities as a gift to all United Way agencies.
 - WSAZ Children's Charities donate over \$20K each year to approximately 30 non-profits, within our 33 county viewing area. Station employees volunteer at events such as, WSAZ Breakfast with Santa, Chilfest and WSAZ Taste of Charleston to raise over \$5500 last year for the charity.
 - WSAZ partners with the local newspaper to conduct public roundtable discussions – mostly centering on the topic of economic development. We facilitate panel discussions and bring in speakers.
 - WSAZ recognizes the region's top academic achievers with "The Best of the Class". Valedictorians are honored with a luncheon and featured in televised vignettes.

II. NATURE OF LOCAL PROGRAMMING:

Name of Program	Type of Local Program*	Schedule	Source (Locally originated?)
Saturday Report	Agriculture	Weekly – Saturday 5:30am	Local
First Warning Weather Special	Information	Annually – 4 th cal qtr	Local
MDA Telethon	Fund raiser for MDA	Labor Day...18.5 Hours	Raised 257,891 dollars in 2004 combination of national and local inserts
WVBA Debate	Public Affairs	Election cycle	Local network
Decision 2004 Town Hall Debate	Public Affairs	Election cycle	Local
WSAZ News at Sunrise	News	M-F 5:00-5:30AM	Local
WSAZ News Early Morning	News	M-F 5:30-6:00AM	Local
WSAZ News Today	News	M-F 6:00-7:00AM	Local
WSAZ News at Midday	News	M-F 12:00-12:30PM	Local
WSAZ First at Five	News	M-F 5:00-5:30PM	Local

WSAZ 5:30 Edition	News	M-F 5:30-6:00PM	Local
WSAZ NewsChannel 3 at Six	News	M-F 6:00-6:30PM	Local
WSAZ NewsChannel 3 Tonight	News	M-F 11:00-11:30PM	Local
WSAZ NewsChannel 3 Saturday Morning	News	Saturday 6:00-7:00AMM	Local
WSAZ NewsChannel 3 at Six Weekend	News	Saturday & Sunday 6:00-6:30PM	Local
WSAZ NewsChannel 3 Tonight Weekend	News	Saturday and Sunday 11:00-11:30PM	Local
WSAZ and Charleston Daily Mail Spelling Bee	Academics	Annually	Local

*Categories: **Newscast, Public Affairs, Political Broadcasting, Investigative/Consumer, Minority-Targeted, Sports, Academics, Arts, Editorializing, or Other**

A. Local News

1. What percentage of daily programming is devoted to local news?
 - We produce five hours of local news Monday – Friday. (21%)
 - We produce three hours of local news Saturday - Sunday. (6%)
2. What is the profitability of producing local news programming, compared to profitability of other programming?
 - Our news margins are higher than other programming

B. Political Programming

1. Does the station cover local campaign events?
Yes

2. Does the station air local candidate debates?
Yes

3. List instances when local candidates were offered free air time.

- Mon Oct 18 MASON COUNTY SHERIFF
- Tues Oct 19 LINCOLN COUNTY SHERIFF
- Wed Oct 20 PUTNAM COUNTY SHERIFF
- Thurs Oct 21 CLAY COUNTY SHERIFF
- Fri Oct 22 SENATE - JACKSON/PUTNAM
- Mon Oct 25 KANAWHA COUNTY SHERIFF
- Tues Oct 26 KANAWHA COUNTY PROSECUTOR
- Wed Oct 27 CABELL COUNTY PROSECUTOR
- Thurs Oct 28 HUNTINGTON MAYOR
- Fri Oct 29 SECRETARY OF STATE

C. Arts

1. How does your station support local arts?
 - Sponsor Huntington Museum of Art's Hilltop Festival, promoting the arts for children.
 - Sponsor Paramount Arts Center Series and Marshall University Artist Series,
 - Some recipients of WSAZ Children's Charities serve to promote the arts for children.
 - :30 messages for the Avampato Discovery Museum in Charleston

2. Does your station provide on-air opportunities for local artists to perform?

No.

D. Emergency Programming

1. Describe your station's methods of providing live, on-the-scene coverage of emergency weather, traffic, crime and similar events.
 - We have a Breaking News playbook which directs us in these circumstances. When to run crawls, when to interrupt programming, and when special programs should be considered.
2. Does your station participate in AMBER, EAS, or other alert systems?
 - Yes - Amber alerts and EAS messages are broadcast.

E. Civic and Cultural Events

1. List recent local events covered by your station (e.g., local sports, museum openings, fairs, holiday events) and describe the coverage.
 - We cover almost every county fair in our 33-county region.
 - We provide on-going coverage of a new entertainment/dining/retail complex opening in Huntington this month.
 - We regularly broadcast from the site of the Clay Center for the Arts and Sciences in Charleston.
 - On-going news coverage of local cultural events.
2. Describe your station's efforts to cover health and safety issues important to the community.
 - We pursue these types of stories for our First at Five broadcast. We believe these issues are important to our afternoon viewers in particular. We do frequent stories on developments in cancer prevention, car seat safety, SUV rollover reports, weight loss, fitness trends, chemical emergency drills, flooding, and severe weather safety warnings.

IV. PUBLIC SERVICE ANNOUNCEMENTS

Type of Public Service Announcement	How Frequently Aired	Time of Day	Source	Cost to Sponsoring Organization
Armed Forces Relief Trust	On-going	Overnight	National Association of Broadcasters	None
WSAZ Children's Charities Recipients	December-January	Various	WSAZ	None
Ad Council PSA's	On-going	Overnight	Ad Council	None

V. ADDITIONAL AREAS OF INQUIRY:

A. Regulatory Changes

1. Describe the current and expected future impact of the transition to digital programming on local programming.
 - Hundreds of thousands of dollars will be required to produce our news and documentary programs in HD. There will be no additional return on such an investment.
2. What are your reasons for supporting or opposing a change in the FCC's rules on advertising practices and rates for legally-qualified candidates for public office?
 - Candidates already receive lowest unit rates. Any change in the current system will result in cumbersome and confusing regulations and paperwork. The present system works well.

VI. ABOUT YOUR STATION:

Call Sign, Service and Community of License	Local Programs as % of Total Programming	No. of Hours of Local Programming	Local Employee Count	Market		Part of Combo or Cluster?	Class of Station?
		Total	News	Size	Ranking		
WSAZ-TV Huntington/ Charleston, WV	39.58%	49.5 hours per week	113	49	63	1st	no Commercial

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Your call sign or the identity of your station will not be disclosed to the FCC without your express permission.